



miEdge for Personal Lines

Take Lead Generation to the Next Level

Growth is critical for any insurance provider's success, but new business development remains a challenge. Finding ideal prospects and initiating outreach can be particularly tricky in the personal lines space.

miEdge™ is designed to help build an intelligent prospecting strategy. This revolutionary solution aggregates and analyzes millions of data points from dozens of data sources to create a complete, comprehensive insurance profile for millions of personal lines prospects.

The evidence is clear. miEdge™ is a key cog in any personal lines lead generation process.

"The data is really, really good."

-Chris Lokken,
Christensen Group Insurance



Zy Personal Lines		
Property Owner 1 CA	Properties: 2	Total property value: \$408.7k
Property Owner 2 CA	Properties: 1	Total property value: \$271.7k
Property Owner 3 CA	Properties: 1	Total property value: \$290.1k

Next Level Discovery

With more than 150 million property records at your disposal, step into prospect meetings with the background needed to build confidence and trust.

Multifaceted Search Capabilities

Find prospects from the most comprehensive database of 85 million households - and 7 million associated vehicles - with a name or address search.

Targeted Profile Details

Mine deeper into single or multi-property owners, property details such as construction specifics, environmental hazards, and fire protection to help tailor your prospect list.

Want to learn more?
Contact us at 855-454-6100
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